

## **ABSTRACT**

The present invention features an enterprise media distribution system or network-based in-store media broadcasting system comprising one or more, and preferably, a plurality of business chains, each business chain comprising a plurality of business locations; a media distribution platform or framework comprising one or more client player devices placed at each business location, each of the client player devices being independently supported and in communication with an internal audio/visual system installed and existing within in the respective business locations; independent customizable media broadcasts supported on each of the client player devices and comprising audio, visual, and/or informational media content thereon that may be specific to each of the particular business locations in which the client player device(s) is/are located; a chain network having at least one chain server, such as updating and caching servers, for servicing each respective business chain, said chain server in communication with each client player device in the respective business chain; a central server system comprising one or more central servers in communication with each of the chain servers in each business chain; a network configuration connecting each client player device to the chain servers to provide an exchange of information between the two; and a network configuration connecting the chain servers to the central server system to provide an exchange of information between the two.

#708126 v1 - PatApp - System and Method for Network-based In-store Media Broadcasting